



ORDER

Flight Dates **09/21/12-09/25/12**

Contract / Revision **311832 /**

Original Date / Revision
09/20/12 09/20/12

Advertiser **NRCC - Parker**

Agency **Jamestown Associates**

Buying Contact

**5 Mapleton Road
Suite 300
Princeton, NJ 08540**

Product

Vernon Parker for Congress/NRCC

Agency Com 15%

Billing Contact

**5 Mapleton Road
Suite 300
Princeton, NJ 08540**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 10% Market Value 80750

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	19%	15342
KPNX	25%	20187
KPPX	%	0
KSAZ	27%	21802
KTVK	19%	15342
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	19	\$6,863.75	\$8,075.00	0.00
Totals	19	\$6,863.75	\$8,075.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/25/12	19	\$6,863.75	\$8,075.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/21/12	09/21/12	M-F 6-7am M-F 6-7am	CM	6am-7am	----F--	:30	1	\$225.00	P-3	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	----F--					1	\$225.00		0.00		
N 2	KNXV	09/24/12	09/24/12	M-F 6-7am M-F 6-7am	CM	6am-7am	M-----	:30	1	\$225.00	P-3	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	M-----					1	\$225.00		0.00		
N 3	KNXV	09/21/12	09/21/12		CM	7am-9am	----F--	:30	2	\$225.00	P-3	0.00 NM	2	\$450.00



KNXV

Print Date: 09/20/12

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Contract / Revision **311832** Flight Dates **09/21/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:20:00

Advertiser **NRCC - Parker**

Product **Vernon Parker for Congress** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 7-9am M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					2	\$225.00		0.00			
N 4	KNXV	09/24/12	09/25/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					3	\$225.00		0.00			
N 5	KNXV	09/21/12	09/21/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					1	\$350.00		0.00			
N 6	KNXV	09/24/12	09/25/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$350.00		0.00			
N 7	KNXV	09/21/12	09/21/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	----F--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					2	\$450.00		0.00			
N 8	KNXV	09/24/12	09/24/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$550.00		0.00			
N 9	KNXV	09/21/12	09/21/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					1	\$450.00		0.00			
N 10	KNXV	09/24/12	09/25/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MT-----	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$500.00		0.00			
N 11	KNXV	09/21/12	09/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--					2	\$850.00		0.00			
N 12	KNXV	09/24/12	09/24/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----					1	\$850.00		0.00			
													Totals	19	\$8,075.00